

ORDER



KSDK

Orders
Order / Rev: 719135
Alt Order #:
Product Desc: 10/2-10/8/12
Estimate: 12148
Flight Dates: 10/02/12 - 10/08/12
Original Date / Rev: 10/03/12 / 10/03/12
Order Type: Political

Primary AE: Local House
Sales Office: KSDK
Sales Region: LOC

Agency
Name: Media Strategies
Buying Contact:
Billing Contact:
 11350 Randon Hills Road, Suite 670
 Fairfax, VA 22030

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: Enyart,B / D / Congress (DCCC)
Demographic: A25-54
Product Codes: PL-US House Representative
Priority: P-2
Revenue Codes: AGY, GEN, POL

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/08/12	35	\$33,085.00	\$28,122.25

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	35	\$33,085.00	\$28,122.25	0.00
Totals	35	\$33,085.00	\$28,122.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Local House			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KSDK	10/02/12	10/08/12	M-F 6-7A 6-7a	CM	6-7A	1111---	:30	4	\$500.00	P-3	0.00	NM	4	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	- 111---		3				\$500.00		0.00			
		Week: 10/08/12	10/14/12	1-----		1				\$500.00		0.00			
2	KSDK	10/03/12	10/08/12	M-F NBC Today 7-9A NBC Today 7-9A	CM	7-9A	1- 1- 1--	:30	3	\$675.00	P-2	0.00	NM	3	\$2,025.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-- 1- 1--		2				\$675.00		0.00			
		Week: 10/08/12	10/14/12	1-----		1				\$675.00		0.00			
3	KSDK	10/06/12	10/06/12	Sat 6-7A Sat 6-7A	CM	6-7A	-----S-	:30	1	\$335.00	P-2	0.00	NM	1	\$335.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S-		1				\$335.00		0.00			
4	KSDK	10/07/12	10/07/12	SUN TDY NBC Today Show (Su)	CM	7-8A	-----S	:30	1	\$400.00	P-3	0.00	NM	1	\$400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	-----S		1				\$400.00		0.00			
5	KSDK	10/04/12	10/04/12	M-F 9-10A NBC Today Show II 9-10A	CM	9-10A	---T---	:30	1	\$525.00	P-2	0.00	NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
		Week: 10/01/12	10/07/12	---T---		1				\$525.00		0.00			
6	KSDK	10/02/12	10/02/12	M-F 10-11A News at 10am	CM	10-11A	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00

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 Alt Order #:
 Flight Dates: 10/02/12 - 10/08/12

Advertiser: Enyart,B / D / Congress (DCCC)
 Product Desc: 10/2-10/8/12
 Estimate: 12148

KSDK

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
6	KSDK	10/02/12	10/02/12	M-F 10-11A News at 10am	CM	10-11A	-T-----	:30	1	\$200.00	P-3	0.00	NM	1	\$200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$200.00		0.00			
7	KSDK	10/08/12	10/08/12	M-F Noon News Noon News	CM	12-1230p	M-----	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$450.00		0.00			
8	KSDK	10/04/12	10/04/12	M-F 3-4p Ellen	CM	3-4p	---T---	:30	1	\$450.00	P-2	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	---T---		1				\$450.00		0.00			
9	KSDK	10/03/12	10/05/12	M-F 430-5p Jeopardy	CM	430-5p	--1-1--	:30	2	\$750.00	P-2	0.00	NM	2	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1-1--		2				\$750.00		0.00			
10	KSDK	10/02/12	10/04/12	M-F 4P News News 5 at Four	CM	4-430P	-1-1---	:30	2	\$600.00	P-2	0.00	NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-1---		2				\$600.00		0.00			
11	KSDK	10/03/12	10/08/12	M-F 5P News News Channel 5 at 5P	CM	5-530P	1-1-1--	:30	3	\$1,000.00	P-3	0.00	NM	3	\$3,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1-1--		2				\$1,000.00		0.00			
Week:		10/08/12	10/14/12	1-----		1				\$1,000.00		0.00			
N12	KSDK	10/02/12	10/05/12	M-F 6P News News Channel 5 at 6P	CM	6-630P	-1-11--	:30	3	\$1,100.00	P-3	0.00	NM	3	\$3,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-11--		3				\$1,100.00		0.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>		<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
2	KSDK	10/01/12-10/07/12		M-F 6P News		6-630P	-T-ThF----	:30		(\$1,100.00)		0.00	NM		
		See MG 12.4													
		[NA/Oversold]													
4	KSDK	10/04/12-10/04/12		M-F 6P News		6-630P	---Th-----	:30		\$1,650.00		0.00	NM		
		Ⓜ MG for 12.2 10/04													
		[revised to raise rate]													
13	KSDK	10/02/12	10/08/12	630-7P Wheel 630-7P Wheel of Fortune	CM	630-7P	11111--	:30	5	\$1,500.00	P-2	0.00	NM	5	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1111--		4				\$1,500.00		0.00			
Week:		10/08/12	10/14/12	1-----		1				\$1,500.00		0.00			
14	KSDK	10/08/12	10/08/12	Mon Prime Other The Voice	CM	7-9p	M-----	:30	1	\$3,500.00	P-3	0.00	NM	1	\$3,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/08/12	10/14/12	M-----		1				\$3,500.00		0.00			
15	KSDK	10/02/12	10/02/12	Tue Prime B Go On/ The New Normal	CM	8-9P	-T-----	:30	1	\$1,650.00	P-2	0.00	NM	1	\$1,650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-T-----		1				\$1,650.00		0.00			
16	KSDK	10/03/12	10/08/12	LN (M-F) LN (M-F)	CM	10-1035p	1-1-1--	:30	3	\$1,200.00	P-3	0.00	NM	3	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	--1-1--		2				\$1,200.00		0.00			
Week:		10/08/12	10/14/12	1-----		1				\$1,200.00		0.00			
17	KSDK	10/02/12	10/04/12	Tonight Show Tonight Show	CM	1035-1137p	-1-1---	:30	2	\$450.00	P-3	0.00	NM	2	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/01/12	10/07/12	-1-1---		2				\$450.00		0.00			
Totals													35	\$33,085.00	